



12-22-04

Docket No. 4330-4004US1

2642

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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant(s): Alex Mashinsky

Group Art Unit: 2642

Serial No.: 10/098,667

Examiner: Bui, Bing Q.

Filed: March 15, 2002

For: SYSTEM AND METHOD FOR FACILITATING TARETED MARKETING OVER  
A TELECOMMUNICATION NETWORK

**Amendment and Response**

Mail Stop Amendment  
COMMISSIONER OF PATENTS  
P.O. BOX 1450  
Alexandria, VA 22313

Sir:

In response to the Office Action dated July 19, 2004 Applicants respectfully  
request reconsideration based on the following amendments and remarks.

**Amendments to the Claims** are reflected in the listing of claims which begins on  
page 2 of this paper;

**Remarks** begin on page 6 of this paper.

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